

## **Kirkland Lodging Tax Advisory Committee (LTAC)**

**August 3, 2010**

**8:00 – 9:00 a.m.**

### **Kirkland City Hall, Council Chambers**

**Present:** Les Utley, Shirley Day, Jac Cooper, Ryan Noel, Dan Meyer, Luanne Erikson, Penny Sweet (Chair), Julie Huffman (staff ), Jeannie McGivern (staff ).

#### **Call to Order**

Meeting called to order at 8 a.m.

#### **Review of the Agenda**

The committee reviewed the agenda and the committee had no changes.

#### **Approval of Minutes**

Minutes from the July 20, 2010 meeting were reviewed and approved.

#### **2011 LTAC Funding Discussion**

Chair Penny Sweet acknowledged confusion from the last meeting on criteria to evaluate grant requests. She verified agreement on the committee to remove two event requests from further consideration—Carillon Point Movies and Criterium. The committee considers them excellent local events, but not a tourist draw.

Chair Penny Sweet presented the "LTAC Grants Recommendation Summary" to the Committee (*see* Attachment A). Penny reiterated that Level 1 events are those that the City and LTAC want to be associated with, and acknowledge their positive impact on tourism. Penny also expressed that Level 1 events are mature programs and not dependent on LTAC funds. Jac Cooper cautioned that Level 1 events bring much more exposure to Kirkland than Level 2 events and it would be unfortunate to see them go to other cities. He noted that Bellevue and Woodinville would welcome Concours.

The Committee discussed potential funding levels and Penny suggested establishing \$2,000 as a beginning amount.

Dan Meyer recommended rating each event individually from 1 (high)–5 (low), totaling the amounts for each event rated, and then dividing the amount by the number of members (six) voting to establish funding priorities. Dan added that if a Committee member had a conflict they could mark a "c" next to the event and not be counted.

Les Utley asked what the funding criteria would be following the ranking (e.g. funding at level requested, Level 1, equal distribution, equal distribution without Level 4). Dan Meyer responded that after establishing the rankings (e.g. Tier 1, Tier 2, or Tier 3) the Committee could discuss specific funding. Les cautioned the Committee not to lose sight of excellent events with historical ties to the City when deciding the amounts and that some events are sustainable while others still need LTAC funding to be successful. The Committee agreed to assess specific funding for events once the rankings were known and not necessarily award a blanket amount for a tiered event. Les asked if there were additional events above Level 4 the Committee would consider removing from funding contention. Dan responded that if an event was ranked low there probably would not be consensus to fund it.

Committee members asked for clarification regarding opting out of event ranking when there was a potential conflict. After a short discussion, the Committee agreed that members could vote on each event and acknowledged that most members were involved with a variety of events on multiple levels. In addition, it was felt that the end result would most likely be a "wash." Julie Huffman asked Committee members if they would like to make a distinction between fiduciary interests. The Committee expressed that for the purpose of ranking events as a recommendation to Council it was unnecessary.

Julie Huffman totaled the results of the rankings and presented her findings to the Committee.

Shirley Day motioned that events receiving more than 20 points be discontinued for 2011 funding and be reconsidered next year. The motion was seconded by Les Utley. Motioned approved. Penny Sweet confirmed the following events to be removed from 2011 funding: Seven Hills, Laughs, 12k's, and 1/2 Marathon.

Dan Meyer made the distinction between single digit scores and double digit scores to distinguish between Tier 1, Tier 2, and Tier 3 events.

Les Utley motioned that Concours, Softball, and Uncorked receive \$6,000 each. Ryan Noel seconded the motion. Motioned approved.

Shirley Day motioned that KPC and KDA receive \$5,000 each. Les Utley seconded the motion. Motion approved.

Penny Sweet motioned that Classic Car receive \$2,500. Shirley Day seconded the motion. Motion approved.

Penny Sweet motioned that Fish Frolic receive \$5,000 and KAST receive \$4,500. Jac Cooper seconded the motion. Motion approved.

After the final motion, Julie Huffman presented "LTAC Final Grants Recommendation" to the Committee (*see Attachment B*).

### **Other Topics**

Les Utley discussed his recommendation to set aside a reserve to be used later in the year if an event or promotion the Committee is interested in comes up out of sequence with the standard grant process. Les added that the Committee could conduct a special session to evaluate an event and bring a recommendation to Council to fund it. Penny Sweet expressed concern with changing the process in the middle of the year but added she would like to explore this idea after learning how other cities (e.g. Olympia) handle LTAC funding criteria. Penny cautioned that Kirkland's guidelines should be more comprehensive. Jac Cooper expressed that since LTAC identified \$40,000 for grant funds this year it should award that amount but wondered if funds from the current reserves could be used for an event that came up benefitting the City. Penny concurred. Dan Meyer noted that he supports awarding a special grant as long as there was criteria that specifies what is worthy of funding. The Committee agreed to re-evaluate current grant criteria and Dan volunteered to help write the guidelines.

The Committee agreed to evaluate current contracts with local and national PR Consulting firms (e.g. Frause and Black Ink) as well as the Kirkland Events Guide.

Meeting adjourned at 9:00 a.m.